Health Service Provider Engagement and Communications Strategic Plan

**OUR PRINCIPLES**

- **Make it count**: We are clear of our strategic priorities and know what we and our stakeholders wish to achieve.
- **Make it work**: Our engagement activities will be meaningful to us and our providers. We will make it easy for health providers to engage.
- **Make it authentic**: We acknowledge and respect expertise, perspective and needs of health service providers.
- **Make it innovative**: We adopt a culture of innovation and ensure targeted communication through new media and methodologies.
- **Make it happen**: We will engage through targeted processes, allowing for flexibility. We will identify issues of significance and respond appropriately.

**OUR APPROACH**

- **Inform**: We will keep providers informed.
- **Consult**: We will listen and acknowledge concerns and aspirations, and provide feedback on how input influenced the decision.
- **Involve**: We will ensure concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how input influenced the decision.
- **Collaborate**: We will look for advice and innovation in formulating solutions and incorporate advice and recommendations to the maximum extent possible.

**OUR GOALS**

- Providers are engaged and supported by DVA to deliver the best clinical outcomes for the veteran community.
- Veterans are fully informed of their entitlements through clear communication by health providers and DVA.
- Providers find doing business with DVA convenient and have a positive approach to treating DVA clients.

**OUR IDEAL FUTURE STATE**

We will know DVA has a successful engagement and communication strategy and culture when...

- Our stakeholders tell us:
  - DVA understands their circumstances
  - they know to come to DVA for information and advice as the first point of call
  - that our communication is timely, appropriately targeted and effective

- Our staff:
  - identify with our corporate identity, understand DVA’s work better and support our approach to communication
  - feel empowered to use new communication channels
  - adopt and give positive feedback about the communication advice, guidance and tools provided

Delivering Better Outcomes to the Veteran Community

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